

## ABSTRACT OF THE DISCLOSURE

When a customer purchase a custom-made product by selecting individual specifications thereof, a first menu containing appearance specification information about various kinds of appearance image information is displayed at a display section in a customer terminal upon receipt from a manufacturer server, and then a second menu containing all kinds of the interior specifications information corresponding to the selected candidate of the appearance specifications is displayed at the display section upon receipt from the manufacturer server. As a result, it is possible for the customer to select the appearance specification with ease, grasping the appearance of a prospective custom-made product. It is also possible to avoid a misconception between the appearances of the commodity actually purchased and the appearances of the prospective commodity imagined by the purchase applicant upon the selection. The custom-made product (e.g., a personal computer) is put on the market via the Internet.